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CRITICAL

MAKING THE CONNECTION
BETWEEN THE BUYER'S
JOURNEY, YOUR PIPELINE,
+ YOUR REVENUE GOALS

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CHALLENGE #1:

ELIMINATING THE
DEPENDENCY ON **HAND-TO-
HAND SALES HEROICS** BY
IMPLEMENTING A
**REPEATABLE, SCALABLE
SALES PROCESS...**

CHALLENGE #2:

SHIFTING THE FOCUS FROM
**ONE-OFF TRANSACTIONAL
SALES TO HIGH-VALUE
LONG-TERM STRATEGIC
CUSTOMER
RELATIONSHIPS...**

CHALLENGE #3:

ENSURING THAT EVERY
**SALES AND MARKETING
ACTIVITY IS TIGHTLY
ALIGNED WITH YOUR
PROSPECT'S BUYING
BEHAVIOURS...**

CHALLENGE #4:

BRIDGING THE
**PERFORMANCE GAP
BETWEEN YOUR "A"
PLAYERS AND THE REST
OF THE SALES
ORGANISATION...**

SO: WHAT'S HOLDING ORGANISATIONS BACK?



THE FUNNEL

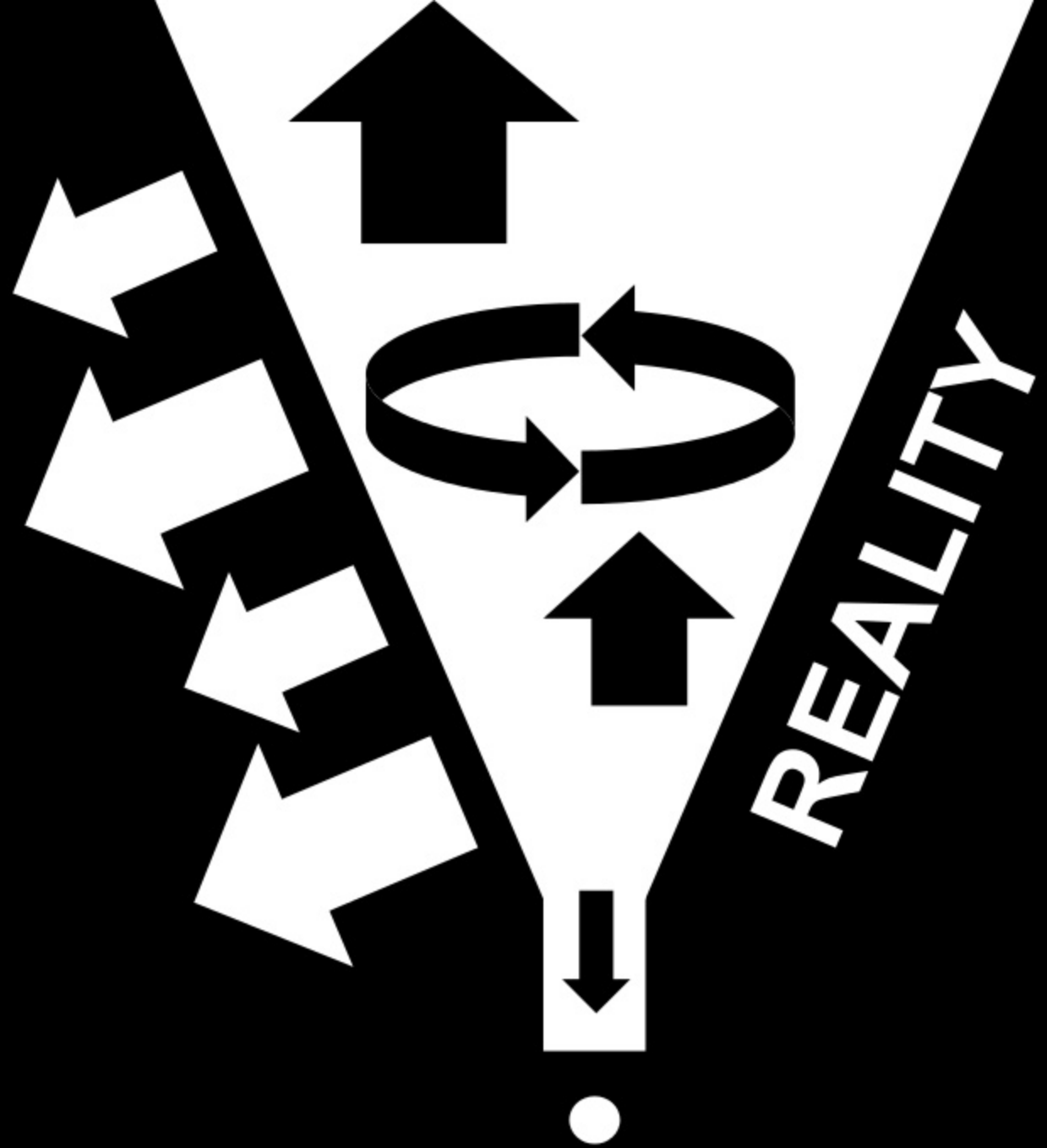
[Inspiration: Velocity Partners]

GRAVITY



[Inspiration: Velocity Partners]

THE FUNNEL LEAKS



[Inspiration: Velocity Partners]

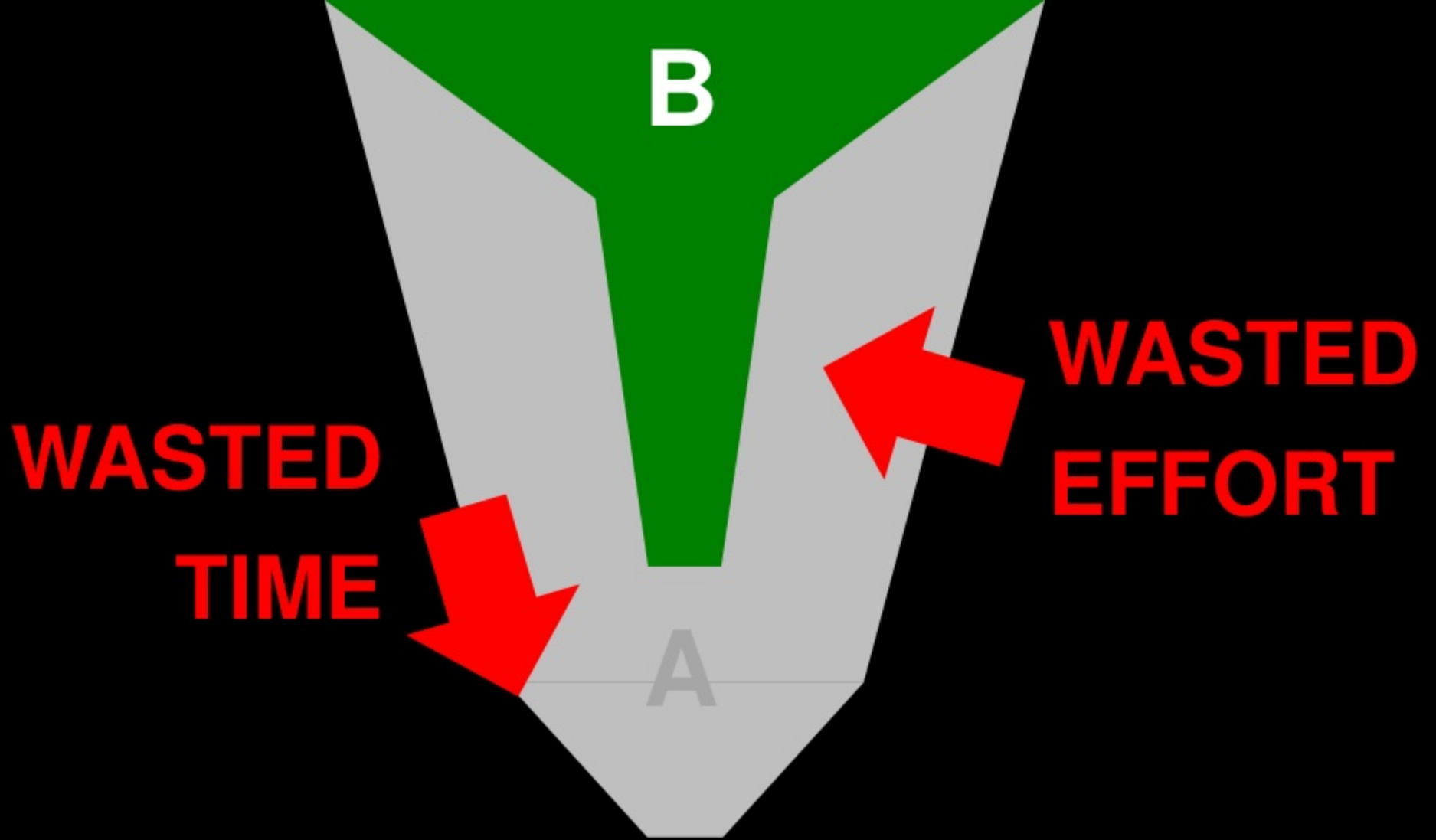
EXHIBIT

A

EXHIBIT

B

**A TALE OF
TWO FUNNELS**



**WINNING DEALS
FLOW THROUGH
THE FUNNEL
2.5 TIMES
FASTER**



**1: THE SHAPE OF THE FUNNEL
MATTERS**

**2: VELOCITY IS JUST AS IMPORTANT
AS VALUE OR VOLUME**

**3: YOU MUST KNOW WHAT A
“WINNING DEAL” LOOKS LIKE**

**4: IF YOU'RE GOING TO LOSE
ANYWAY, YOU'D BETTER LOSE EARLY**

THE BUYER'S JOURNEY



STATUS QUO

AWARENESS

RESEARCH

DEFINE NEEDS

IDENTIFY OPTIONS

EVALUATE

SELECT

APPROVE

IMPLEMENT

THE BUYER'S JOURNEY

BUT...

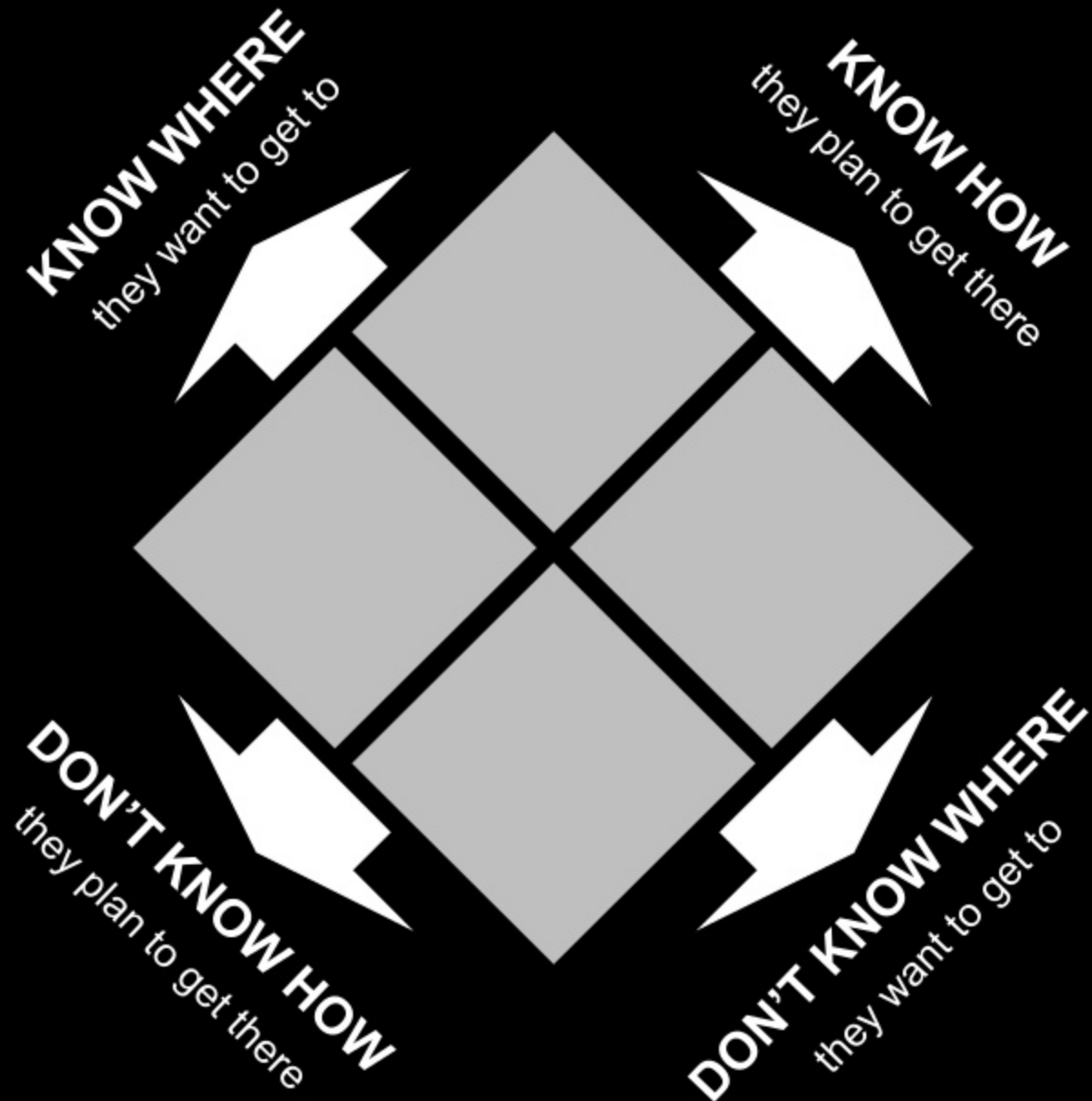
...THEIR BUYING JOURNEY IS ALMOST NEVER LINEAR

...THEY OFTEN DON'T UNDERSTAND WHERE
THEY'RE GOING OR HOW TO GET THERE

...FROM ANY POINT, THEY COULD CHOOSE
TO MOVE FORWARDS, TO GO BACKWARDS,
TO HOLD FAST OR ABANDON THE
JOURNEY COMPLETELY



4 STATES



4 STATES



KNOW WHERE
they want to get to

KNOW HOW
they plan to get there

**PAINT BY
NUMBERS**

**IF YOU CAN'T WIN PLAYING BY THEIR RULES,
CHANGE THE GAME OR WALK AWAY**

**RESHAPE
THEIR
VISION, INFLUENCE THEIR
PROCESS, OR
QUALIFY OUT**

**HEADLESS
CHICKEN**

KNOW HOW
they plan to get there

DON'T KNOW WHERE
they want to get to

**GET IN EARLY, GIVE THEM A VISION,
SUPPORT THEM IN THEIR JOURNEY**

**LOST
IN THE
FOG**

DON'T KNOW HOW
they plan to get there

DON'T KNOW WHERE
they want to get to

KNOW WHERE
they want to get to



QUEST FOR THE GRAIL

DON'T KNOW HOW
they plan to get there



**SUPPORT AND
REFINE THEIR
VISION, SHOW
THEM HOW IT
CAN BE
ACHIEVED**

**IF YOUR SALES PEOPLE
HAVEN'T RECOGNISED WHAT
STATE THEIR PROSPECT'S
BUYING PROCESS IS IN, HOW
CAN THEY HOPE TO
INFLUENCE IT?**